

## ABSTRACT OF THE DISCLOSURE

An information distribution system is composed of: an information distribution device that transmits advertisement information issued by an information provider; a communication terminal that receives the advertisement information and sends the received advertisement information to a memory card; the memory card that is portable and mountable on the communication terminal. The memory card is provided to the user at a cost borne by the information provider at least partly, and includes a storage unit having an area for storing advertisement information, a judging unit for judging whether the received advertisement information is issued by the information provider, and a writing unit for writing the received advertisement information if judged to be issued by the information provider. The information distribution system enables a memory card provider to provide a memory card to a user at no or lower cost than would otherwise be fully payable by the user.